

Nov 1920

THANKSGIVING NUMBER

The STORAGRAM

*Published by and for the Employees
KAUFMANN'S "The Big Store"*



GUESSING vs. KNOWING

If I were selling nails, or glass, or pills, or shoes, or garden sass, or honey from the bee—whatever line of goods were mine—I'd study up that special line and know its history.

If I a stock of rags should keep, I'd read up sundry books on sheep and wool and how it grows. Below my old bald freckled roof I'd store some facts on warp and woof and other things like those. I'd try to know a spinning-jack from a patent churn or wagon rack, a loom from hog-tight fence; and if a man came in to buy and asked some leading question, why, I could answer with some sense.

If I were selling books I'd know a Shakespeare from an Edgar Poe, a Carlyle from a Pope, and I would know Fitzgerald's rhymes from Laura Libbey's brand of crimes or Lillian Russell's dope.

If I were selling shoes I'd seize the fact that on gooseberry trees good leather doesn't grow; that shoe-pegs do not grow like oats; that cowhide doesn't come from goats—such things I'd surely know.

And if I were a grocer man I'd open now and then a can to see what stuff it held. 'Twere better than to writhe in woe and make reply, "I didn't know," when some mad patron yelled.

I'd hate to hear a merchant say: "I think that this is splendid hay," "I guess it's first class tea." He ought to know how good things are if he would sell his silk or tar or other goods to me. Oh, knowledge is the stuff that wins; the man without it soon begins to get his trade in kinks. No matter where a fellow goes, he's valued for the things he knows, not for the things he thinks.

—WALT MASON.

VOLUME I
No. 12

NOVEMBER
1920

The STORAGRAM

*Published in the interests
of the employees of
KAUFMANN'S
"The Big Store"*

PRODUCTION

How this word, used so much in Industry,
applies to "The Big Store" and its employees.

At the request of the editor, I am writing this, with the hope that our employees will read this article and benefit by so doing.

Unquestionably the most important subject before every American this fall is the question whether we are producing, that is, doing a full day's work and doing that thoroughly. *Particularly thoroughly.*

Following great wars, history tells us, the people of the warring countries fall into habits of indifference as to position, indifference as to work, indifference as to life's duties, etc.

The United States has not been an exception to this rule. Since 1918, the American working public has been more or less indifferent and the result of this indifference has been *decreased production*, both industrial and commercial. For years we have heard the foremen of industry and the heads of departments complain that their employees in the same number of hours only produce 40% or 50% of the work they did before the war.

Those of you who are indifferent and whose production per day is not up to the standard of your department will undoubtedly go. It is another case of the survival of the fittest. So it is up to each and everyone of you to make yourself fit—to the highest possible degree.

The time has come when I feel that it is my duty to call this to the attention of our employees, so that they may readjust themselves. A readjustment must take place.

The time is not many months off. In some cities, readjustment has already started. The time of reckoning has caused many hardships and there is much un-employment. "The Big Store" through its forty-nine years has proved that it has no desire to change its employees. It prefers to help those along who have been loyal in their daily production.

We are about to enter into the holiday business rush. We are planning for the biggest business in the history of the store. That business can be done with ease and the least amount of strain, if each and every employee will think of each and every other employee. Here again production and thoroughness are the first requisites. (Secondly, daily attendance). If you are not thorough and accurate in your work, it is the cause of additional work for your fellow employee, somewhere along the line. If you are not here for a day or two, your particular work will probably be laid aside, due to rush of business and fall back to await your return.

I hope that when you read this article you will not say to yourself, "It sounds well and reads well," because I have never written an article for publication with more seriousness and I really hope that its readers will take it to heart.

Let us take out of this article two slogans:

First—Increased Production, by each one of us!

Second—Thoroughness, with increased production!

EDGAR J. KAUFMANN.



THE EMPLOYMENT BUREAU

JAMES H. GREENE

Getting a job is usually a fairly easy thing to do. Securing a position for which one is best fitted is more difficult. Filling such a position in an efficient and contented manner is the last step which is necessary in order that a worker may do his part in meeting his responsibilities to himself, his family and his associates. If every worker, brain or hand, could be properly trained and placed in just the right position and would bring to that job enthusiasm and energy it would go a long way toward solving some of our financial and social problems.

A large part of the responsibility for being 100% efficient and contented rests with the worker. Part, however, may depend upon the ability of an employment supervisor to avoid "putting the square peg in the round hole."

The Big Store, in keeping with its expansion policy, has recently enlarged the quarters and force of its Employment Bureau with a view to giving to its employees more service in the way of finding the right job and advancing in it. Applicants are greeted by Miss Estep and Miss Wolpert who assist them in filling out application blanks. All women applicants for selling positions are interviewed by Miss Jamison. Miss Wolpert interviews applicants for junior positions and Miss Ebeling is in charge of office employment. Mr. Greene interviews applicants for all other positions and Miss Wallace plays a double role as Supervisor of Contingents and Instructor in the Training Division. Miss Maloney continues her invaluable services to the Employment Bureau in the capacity of Instructor of Supervisors, keeping track of the many details of the employment procedure.

But the responsibility of the Bureau does not end with the interview when the applicant is engaged. In order that a high standard may be maintained and only the best type of people employed, references are checked up by the Record Office in charge of Miss Curtin. This is a protection to the employees of the store as well as to the business itself. This work is done by Misses Stewart, McDermott, Ford and Mrs. Palmer. This office also serves former employees by furnishing references to other employers.

The Bureau is charged with the further responsibility of keeping a record of the progress of each employee. This is in charge of Miss Simpson, assisted by Miss Noon. All matters of transfer, promotion

and increases in salary are decided by the Personnel Director, Mr. Kerngood, and his assistants only after examination of the record of an employee as shown on the record card.

The work records of "extra" people who work occasional days are taken care of by Mrs. Miles.

All of the plans for the Employment Bureau have not yet been put into operation. As each Employment Supervisor widens his personal acquaintanceship among the group of employees for which he is responsible, it is believed that he will be able to be of greater service to them in the solution of problems, business and otherwise which may be encountered.

Even with an increased force, the demands which will be made upon the Bureau, especially during the holiday season, necessarily will be great. During the morning hours the interviewing of new applicants will occupy practically the entire time of the supervisors. Fewer applicants appear during the afternoon and it is planned to devote part of this time to conferences with employees.

The Big Store is really a small city and its inhabitants have their romances and their tragedies. It is the hope of the staff of the Employment Bureau that it may be a factor in aiding the members of The Big Store organization to solve their problems.

A recent applicant for a position stated that he was attracted to The Big Store by the tone of co-operation and "home-iness" which was reflected in the columns of the Storagram. The efficiency of the present organization and the type of future applicants will depend very largely upon how well this reputation is maintained. The Employment Bureau is going to try to do its part. Will you?

SEVENTEEN.

Skies were never bluer,

Love was never truer,

Than when the world is seventeen.

A path looms on;

Untried; unwon;

And seventeen is eager.

Failure? Success?

Strife or Peace

Only time will tell.

That is the day in each man's life

When each hope is a golden treasure

Age steals on, it takes its measure

And seventeen is gone.

E. B. L.

Don't gossip when you're gossiped to, and you won't be gossiped about.

HUMOROUS SIDE OF THE EMPLOYMENT BUREAU

BY MARY HALL ESTEP

If one has a "grand stand seat," one sees all phases of "getting a job." Early in the morning Mr. Smith comes in and says:

"Where is this Mr. Green I hear so much about? I would like to see him."

"Have you filled out an application?" Mr. Smith, with swelling chest and expression indicating that the president has nothing on him, replies:

"Oh, I think it won't be necessary." With infinite patience and forbearance he is put straight on the subject, and after a little longer period than he bargained for, is ushered into the private sanctum of Mr. Green, the man he hears so much about.

Next comes Tillie (I forget her last name) who would like to be a buyer or something. She once knew the buyer in the underwear department in a store almost as big as ours.

The next gentleman desires "fifty round bucks" a week for lending his presence to "The Big Store" from 11 A. M. to 3 P. M. Yes, it is strange that we do not fall on his neck, but we are hard hearted wretches and don't know a good thing when we see it.

Two young ladies from out-of-town blow in, all flushed up with the bloom of youth and "coiffed" in the latest "bob." Observations on these various details are made audibly by the young woman who is interviewing them. It really isn't so cruel as it might be though, for the criticism is given pleasantly and smilingly. I have one smile in particular in mind.

This nice motherly woman wants a job for little "Willie." He won't go to school, so his fond mother thinks that Kaufmann discipline would be a good substitute.

A junior comes asking for the "little lady" who has charge of the wrappers.

"No, she is not in."

"Is she sick?"

"Well," we answer, "In a way. She is about to embark on a perilous journey. She can be forgiven for being a little off normal. The sea of matrimony is sometimes a little rough."

I can think of so many suggestions for our institution that a volume would be more adequate than a few columns—all suggestions from the people who desire to establish business relationship with us. One young woman said she could not consider a position unless she could stay in the store all night. We might build apartments on the roof. It would save energy spent in commuting and get us to work on time, or should I say more on time?

Another happy little device for the employment department would be a phonograph on the order of the ones in railroad stations that would sing out: "The other side of the application blank, please." Most things have two sides, don't they?—even fusses between employers and employees, so why wouldn't application blanks?

A visitor from out of town dropped in the other day to look up a friend of a friend of hers. The girl's name was Alice. Last name, description, address were all unknown. We are sorry Alice, we couldn't find you.

Of course, you know, none of this applies to you or me. Fortunately or unfortunately we never see ourselves as others see us—thus are spared much pain and embarrassment.

"Jobs may come and jobs may go, but work goes on forever—alas!"

LET'S ALL HELP MR. HOERSTER



F. K. HOERSTER

There are hundreds of things that go together to make up a good employees restaurant, but the biggest item in the success of ours is Mr. Hoerster himself. Everyone knows him. He asked us to publish a lot of rules and regulations for the improvement of the dining room, but we told him his rules and regulations were all right for the dining room, but we like pictures and newsy bits in the Storagram, so we have his picture.

One thing he did tell us about the restaurant was that new employees in the house do not know that they must have a permit if they intend eating in the restaurant before 11 A. M. or after 2 P. M. If you have any new employees in your department, and they don't know all the rules of "The Big Store," help them out.

NEW LOCKERS.

What do you think of the new lockers? Aren't they wonderful? Just imagine, nice

new lockers with a private compartment for each and every employee. The firm is disposed to give our Fellow Workers every conceivable kind of protection. Now the thing to do is for every employee to show his or her appreciation by keeping the compartments clean and keeping them locked. The new lockers are now installed on the second floor, third floor and fourth floor, and just as fast as they can be secured they will be installed in the rest of the store.

PROMOTIONS AND TRANSFERS, OCTOBER, 1920.

NAME.	FROM DEPT.	TO DEPT.
Mr. De Viney.....	Genl. Floorman.....	A H. Floorman
T. Terry.....	O Genl. Floorman.....	Genl. Door Director
E. H. Slater.....	U Ship Benchman.....	U Furn. Representative
N. G. Cohen.....	J Genl. Floorman.....	Q Toy Floorman
Ida Sapper.....	Furn. B of I Tracer.....	Credit Office Clerk
A. Bartruff.....	S Cont. Sales.....	Cashier
M. Ford.....	J Genl. Clerk.....	B of E Record Clerk
T. Sharsky.....	B of I Tracer.....	Merchandise Typist
M. Henney.....	S Cont. Sales.....	P Sta. Sales
E. F. Walters.....	Cashier.....	J Waists Sales
B. Reuss.....	S Cont. Sales.....	Credit Office Clerk
M. Lane.....	T Cont. Sales.....	Q Toys Sales
A. Sullivan.....	S Cont.....	J Base. Sales
Mrs. S. Morris.....	S Cont. Sales.....	O Trim. Sales
Anna Dolan.....	Y Groc. Sales.....	R Linen Sales
Mr. La Place.....	Men's Furn. Floorman.....	R Base Floorman
Margaret Mullaney.....	J Shop Seamstress.....	J Gown Sales
Mr. M. Larkin.....	Genl. Floorman.....	O Genl. Floorman
		M. A. MALONEY.

NOT MEDICINE FIRST—BUT PHYSICAL FORTIFICATION

The old adage of "An ounce of prevention is worth a pound of cure" is hardly sufficient to meet the health standards of today, for it suggests medicine long before medicine is needed. We now talk in the terms of fresh air, cold water, wholesome food, plenty of sleep, physical exercise and a mind free from anxiety over inside matters or worry over outside matters.

We understand that there are direct reasons for all our individual or general breakdowns in health. It is merely a matter of knowing the cause of ill health, and willingness to avoid these causes in harmony with nature's laws. Thus we not only prevent many of the ills from which humanity has been suffering for ages, but we actually construct our bodies and fortify them in advance against the ravages of disease, pestilence and epidemic.

What Everybody Should Do

1. If your work does not furnish bodily exercise, take exercise of some kind at home, in office, in gymnasium, or out-doors, always breathing deeply.
2. Ventilate every room you occupy, whether alone or with others, day and night.
3. Avoid overeating, especially if inclined to over weight. Eat slowly, and chew thoroughly.
4. Sit, stand and walk erect.
5. Keep teeth, gums, hands and entire body clean.
6. Drink water freely, and be very careful to keep the bowels open.
7. Get plenty of sleep, relax completely, and breathe deeply.
8. Keep the mind free from worry or anxiety.

In Any Case

of illness on the part of any of our employees during working hours, the hospital and dispensary are always open. Do not neglect your health, and do not permit a fellow employee to neglect his or her health, even if you must call the nurse or the physician yourself. Our whole health policy sums itself up in the thought of One Hundred Per Cent. Health Efficiency.

—LAWRENCE WECHSLER, M. D.

AND—"ANOTHER GOOD MAN
GONE WRONG."



MRS. R. J. HOGENMILLER

October 21st, was the date chosen by Miss Rose Gideon for her marriage to R. J. Hogenmiller. The ceremony was performed at nine o'clock that morning in St. George's Roman Catholic Church, South Side, and the Rev. Schrumm, officiated. Following an Eastern trip Mr. and Mrs. Hogenmiller will be at home to their friends in 104 Amanda avenue, Mt. Oliver.

Miss Gideon was with "The Big Store" for 10 years and the Boy's Hats will have a big vacancy now that she is gone. The department presented her with a beautiful table lamp as a wedding gift.

Miss Edna Hoffman, of D Shoes left Saturday, October 30th, to be married. The lucky man is Mr. George Thiers, of Steubenville, O. Miss Hoffman has chosen November 17th as the date of her wedding. The Shoe Department presented her with a silver tea service.

The Credit Complaint Department lost Miss Margaret Helfrick to Mr. Francis Deer. They were married recently and as business comes before pleasure with them they are both back at work.

One of the prettiest weddings of the store took place when Miss Clara Neihaus, Marking and Receiving room for Books and Stationery, became the bride of Mr. William Fox. Miss Neihaus had been with the store eleven years. Following a wedding trip to Cleveland the Fox Family will make its home in this city.

Miss Fannie Lang, of the Seventh Floor, or better, Mrs. Saul Fromme, left recently to keep house for "hubby." Miss Lang was married in August but kept her position here until the past week.

Miss Zu Flocker, of Mr. Harris' office, shows that she isn't superstitious for she was married Friday, November 5th, to Mr. Howard Bauers. Friday means nothing in her young life. Both Miss Flocker and Miss Lang were given a truck ride the evening before they left the store. The truck, propelled by the workers of the Seventh Floor, was the hanging place for old shoes, signs and various paraphernalia. Showers of rice met them at every corner. Miss Lang said she got double measure.

Miss Anna Freeman, one of the assistant buyers in the Millinery Department, left Saturday, October 30th, to prepare for her wedding day. This came as a surprise to the Millinery Department. Miss Freeman was hostess at an informal party in her home, November 4th, in honor of the saleswomen and heads of her department.

Mr. Patterson, Second Floor Superintendent, believes in doing things quickly. He left the other day, suddenly, for Wellsburg, where he made a certain Miss Burt a Mrs. Patterson. Mr. Patterson works fast.

Miss Bertha Rock, Miss Stella Jesonowska, and Miss Margaret Urban, now Mrs. English, were honor guests last week at an informal party in Miss Urban's home. Both Miss Rock and Miss Jesonowska are to be married in the near future and Miss Urban was married recently. The girls of the Grocery Department held a miscellaneous shower for Miss Urban last week, she received many beautiful gifts. All the girls from the department were present.

Miss Marie Summers, Employees' Bookkeeper, left Saturday, October 30th, to become the bride of Mr. Lawrence Noe. Miss Summers has chosen Thanksgiving Day as the date of her wedding.

ALL IN A DAY'S WORK

BY MARIE HEETER BAUGHMAN.

Leading among the activities of the Personnel Division is the Hospital, under the direction of Lawrence Wechsler, M.D., Miss Quinn, R.N., and Mrs. Baughman, who assists Miss Quinn and keeps all records. The works of the hospital are indeed important for they tend toward the health of the employee and make it possible to keep up the general morale of the house.

Recently we heard a customer, suffering from a slight headache, state that she couldn't imagine how the staff of the hospital employed themselves. She spent an hour resting with Miss Quinn, and from now on will not wonder when she hears that they had a busy day. The amount of patients treated and spoken to that day was 87. This customer was in the receiving room and saw twelve go back and forth.

The coming of colder weather brings with it a number of heavy colds, sore throats, and sometimes severe cases of gripe and pneumonia. These serious cases are tended by the family physician, and visited by Miss McCullough, the visiting nurse of "The Big Store." Her calls are so many during the day that she needs must have a little "flivver" to carry her "hither and thither."

Then there are many duties outside of actually treating patients. We answer all sorts of questions, ranging from the best kind of face powder to a remedy for grandfather's rheumatism.

We are busiest in the morning while Dr. Wechsler is at the hospital. It is then that wounds and infections are dressed, instruments have to be sterilized, and the medicines, which the doctor prescribes, measured. Dr. Wechsler is a splendid physician as his results in the house prove.

Miss Quinn has been in the store a number of years and her intimate knowledge of the personal affairs of so many of us, and her keenness in judging people, has contributed much to the success of the hospital.

Recently, a girl who has suffered from a severe cold came to the hospital. Miss Quinn asked, "Mary, why didn't you come this morning when Dr. Wechsler was here?"

Mary replied, "Well, everyone says you're just as good as the doctor."

Miss Quinn has become adept in judging whether a girl is ill or whether she just wants a little nap. The girls are all fond of her, except maybe after a dose of aromatic spirits of ammonia or castor oil.

"THE BIG STORE" STEPS OUT IN MARION

When the women entered politics, they entered with a flourish. They did things "up right." A delegation of women from Pittsburgh left some time ago for Marion, Ohio, the home of the President-Elect, for a big celebration. Among those from The Big Store were: Bertha Norum, Bessie Worstell, Mrs. R. Davies, G. Fox, Ida Ernst, Mary Wilson, Helene Malloy, B. Baxter, Anna Beck, M. A. Sullivan, Miss Nash, Miss St. Peter, Mrs. Shingledecker, Mary E. Sullivan and Katherine Keenan.

They participated in the parade and all-around good time accorded to visitors in Marion. Nearly all these women are members of the Choral Club and lent their voices that day to the community singing.



BOWLING NEWS

The Big Store entered a Bowling Team in the Merchants' and Manufacturers' League, under the leadership of Mr. L. V. Gorman, and a very successful season is anticipated.

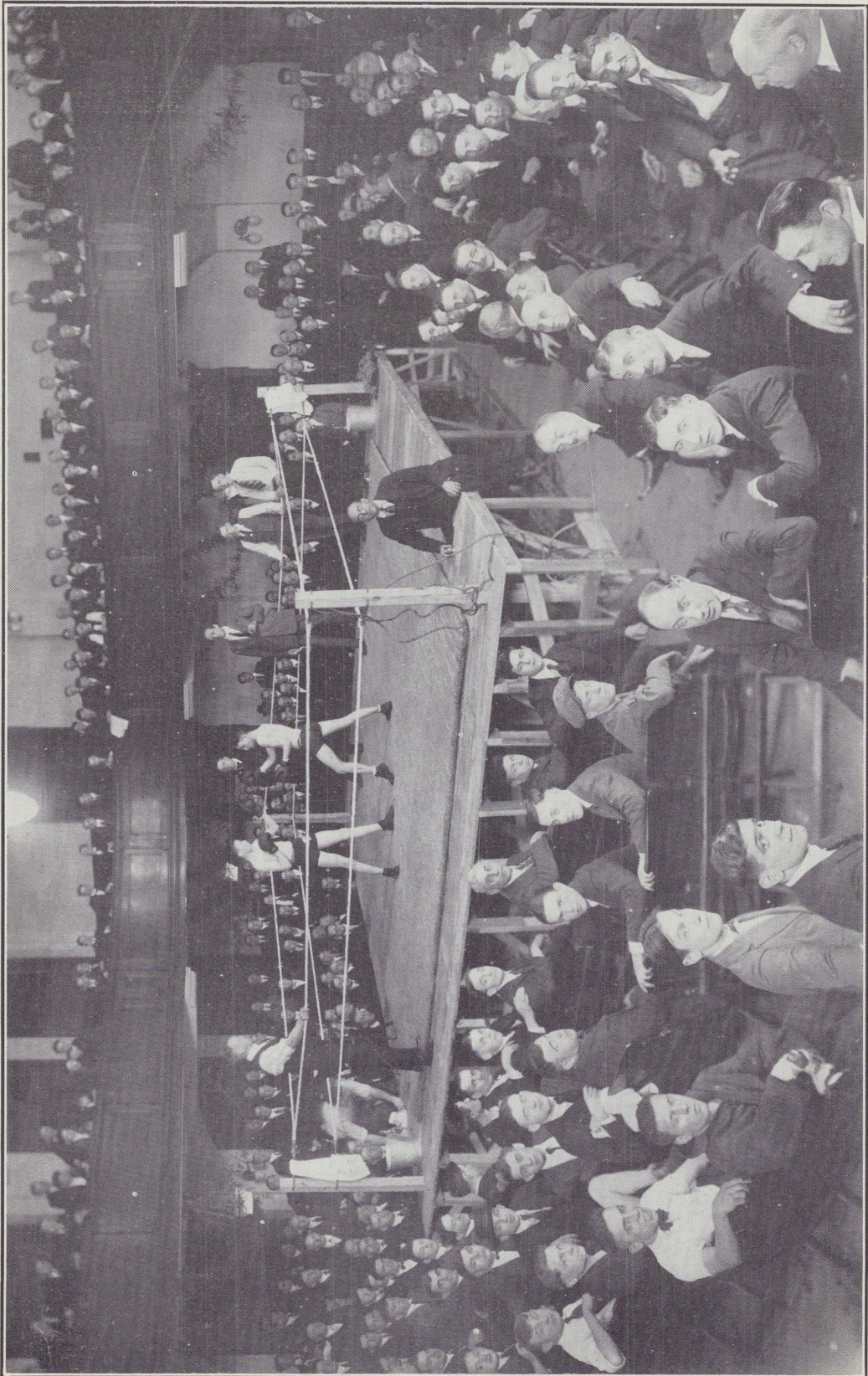
This league is composed of eight teams, the following firms being represented:

Kaufmann's Big Store.
Phoenix Glass Co.
Mfg. Light & Heat Co.
Pgh. Printing Co.
Keystone Lumber Co.
Avery & Irish.
J. C. Garlands.
Pgh. Des-Moines.

These teams meet every Tuesday evening at 8:15 on the Davis Alleys, Grand Building, Fifth Avenue.

The M. & M. League is made up from the best bowlers in the city, and the bowlers on the Big Store Team are men who have been identified with various leagues and are well known to all bowling fans.

L. V. Gorman, Capt.. Pastime League
C. E. McEvoy..... Greater Pgh. League
H. L. Thomas..... M. & M. League
I. H. Craig..... Pastime League
G. Erb..... South Hills League



MEN'S SMOKER AND BANQUET

On Wednesday evening, October 20, 1920, the Men's Club of Kaufmann's held a Banquet and Smoker. About 500 men of the store were in attendance. After partaking of a very sumptuous dinner, during which Caputo's orchestra played a number of popular selections, the men retired to the Auditorium and were pleasantly surprised to find a boxing ring located in the center of the Auditorium which, surrounded by chairs, looked imposing enough for a championship prize fight.

Popular songs were rendered by Mr. Elmer Setzler, a former employee of the store. Movies of the funny kind, Fatty Arbuckle in "A Reckless Romeo," and Ben Turpin in "Uncle Tom's Cabin Without the Cabin," were shown through the courtesy of the Famous Players Lasky Corporation.

Charlie Oldham, famed locally as a humorous singer, sang several numbers in his inimitable manner. Ralph Shinton, of the Washington Industrial School, supplied five very fast boxing bouts and an exciting wrestling match. Mr. Joe Choynski, Athletic Director of the P. A. A., refereed the bouts.

Smokes were generously distributed and everybody had a rip-roaring good time.

Among the guests were Mr. W. Y. English and Mr. D. A. Winters, members of Council, Mr. S. Mundheim, our Vice President, and Mr. O. M. Kaufmann, our General Superintendent. The committee in charge was Mr. Albert Heckel, Mr. C. J. Hanlan, Mr. O. C. Lawler, and Mr. J. M. Meyers.

—JOE MEYERS.

INTERIOR DECORATING---WHAT
THE DEPARTMENT IS DOING.

To the majority of people in the house the office of the interior decorator has been a source of interest and ardent curiosity. Silvery foliage, "Christmassy" flowers and leaves—tinsel decorations, in fact piles and piles of vari-colored materials have met the gaze of the passing throng, and all wondered at the seas of colors and combinations. The riddle is at last solved. They belong to Mr. Katz—Mr. Emile Katz—our new Interior Decorator. With them he is going to make the store a veritable fairy-land for the holidays, and after that we are going to have seasonable trimmings all through the house at all times of the year.

In a brief interview with Mr. Katz recently we heard some of his views on interior decoration. Curious to relate, Mr. Katz said that all the floral and conventional wall and light decorations would not add one iota to the department if the saleswomen and men were not efficient in keeping an orderly stock and at all times appearing at their best and neatest. We were surprised but we see the wisdom of his views and know that he is right. You can sell so much more goods if your department is in order. Its very order lends a feeling of capability and efficiency.

Mr. Katz is an expert in his line and has the hearty co-operation of the firm in establishing a name for seasonable decorations throughout the house. When he arrives in your department, remember that all his "Frills and Furbelows" will avail you nought if your department isn't orderly and you do not fully co-operate with his ideas.

"THE QUARTET"



"Splendid."

We heard one customer say to another after the Second Concert under the auspices of Kaufmann's in the Auditorium recently. We feel the same way about them. They're splendid.

"Racial Songs in their Settings" was the title for the series of songs and dances given here under the direction of Mr. Steinecker. Interpretive dances by Edward Melvin Harris and the singing of folk songs by the Quartet were the "hits" of the programme.

The third of this series of concerts will be given immediately after the holidays.

Don't blame a successful man for bragging a bit—no one with a good catch of fish goes home by way of the back alley.—*Through the Meshes.*



THE EDITOR'S

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J. E. Priddy
Frank Callahan

Harry W. Ke

THANKSGIVING 1920 is almost here.

HAVE you thought of all the things for which we might be grateful?
For Instance:

WE have peace. We are numbered among the employed. We are living in a land free from the devastation of "Red" and Bolshevik. We have Joe Meyers at the head of our systems office. We work in the biggest merchandising organization in the city. We reside in the dirtiest, if not the richest city in the country. We'll have turkey for dinner Thanksgiving Day—it'll have plenty of dressing. We have the most "human" administrator in Mr. E. J. and the most obliging "superintendent" in the world.

ARE we thankful? We are.

THIS number is especially devoted to the Personnel Division. There were so many things to tell about the Division that we had to take a whole number for it.

Mr. Kerngood never did do things by halves, and what he forgets, Mr. Green is right on the job to remember.

YOU'RE not forgetting all about the things you are going to do to help business during the holiday rush. You've planned them all now, so try putting them in action.

SHOP Early.

USE Red Cross Xmas Seals.

EAT all you can Thanksgiving Day.

WITH every department represented and nearly every woman in the store present, the Women Club of Kaufmann's opened its club season at a banquet in the Eleventh Floor Dining Room November 4th. During the dinner the orchestra played popular and classical selections.

Mr. Joe Meyers presided. The first number on the program was a trombone solo by Charles Caputo, director of the orchestra. The quartet then sang two selections followed by the inspirational talk of the evening given by Rabbi S. H. Goldenson. Dr. Goldenson, as a minister, talked to the women representing industry, on the wave of extravagance and indifference. He spoke of three distinct remedies.

First—Intelligence,

Second—Sympathetic imagination,

Third—Will, rightly directed.

This talk was followed by one of the same nature from Mr. E. J. Kaufmann. Dr. Goldenson's talk was inspirational, Mr. Kaufmann's practical, and still they were identical in purpose. We've heard Mr. E. J. many times, but on that night his talk was better than ever before, for he imparted to his listeners a feeling that was uppermost in his mind and with such sincerity that it "went home" to each and every person present.

Miss Vera Kaign and Mrs. Edith Harris Scott were among the entertainers of the evening. Miss Kaign sang a group of three songs and Mrs. Scott gave several readings. Mr. Meyers wanted to "out shine" Mrs. Scott, so he read "The Face on the Bar-Room Floor"—not exactly—but a good parody. Mrs. Anna Snyder, of Norfolk, Va., sang two songs. Her sweet sporano

OWN PAGE



bets, Editor

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Earl S. Land

Mrs. T. L. Hale

BOARD

Mary V. Nugent

Edith Ehrenfeld

Jacob Alwes

B. T. Smith

Catherine Malley

Mathilda Minch

hedy—Artist

voice was delightful and caused a good round of hearty applause.

The third address of the evening was made by Dr. W. W. Charters, of the Carnegie Institute of Technology, who explained the working of the training division as planned by Miss Dredge, and of its activities throughout the store.

The quartet sang again and Mrs. Scott gave another humorous sketch and Joe Meyers "broke up" the evening with some more of his fun. We don't know exactly what we would do without him as a toastmaster, he makes everyone feel at home before they do their "stunt," but he surely makes them feel uncomfortable afterwards.

Plans are being made for the Women's Club and the social program for the coming year will soon be ready for publication.

THE visit of M. Victor Roditi, foreign representative for the Kaufmann Stores, Inc., in Paris and Japan, was one of the most noteworthy events of the past month. M. Roditi made a special trip to this country to see that merchandise recently selected by Mr. Mundheim, while abroad, was in just the condition ordered. Being asked his general impression of the store since his last visit here, he said that we are handling the foreign business as well as any store with which he is acquainted and that he notes continuous improvement in the tone of our business. Mr. Roditi stayed but one day.

IT MAY be of interest to you to know that we have with us now, Miss Madge Theaker, who will personally advise our customers on all interior decorating done by "The Big Store" in their homes. Miss Theaker has had years of study in Europe and in the Eastern states, and is competent to take care of all orders that should come to her.

THE Victrola Department of "The Big Store" was signally honored on Thursday of last week by being selected as one of the few Victrola Departments in the country to be visited by a party of the officials of the Victor Talking Machine Company and representatives of the Gramophone Company of England in a tour of inspection of the eastern and middle western states. The party was gathering data in preparation for a vigorous selling campaign to be conducted by the Gramophone Company in England and other European countries, and the fact that the Victrola Department of Kaufmann's was one of the points selected to impress the Englishmen with the excellent selling methods employed in this country in the marketing of Victor products, is considered still another honor for "The Big Store," and quite a feather in the cap of Mrs. Walrath, the genial and efficient manager of this department.

The party included Messrs Lack, Clark, and Cooper of England, and the following officials of the Victor Talking Machine Company, Camden, N. J.: Mr. Ralph L. Freeman, Director of Distribution; Mr. Walter J. Staats, Director; Mr. Harry McDonald, Sales Manager; and Mr. Earnest John, Advertising Manager.

The other cities visited by these talking machine men were: Boston, Buffalo, Cleveland, Chicago, St. Louis and Indianapolis.

WE tell all the customers to "shop early" and most of the time we make good preachers and poor followers of our own advice. The rush of business during the holiday season will sap all your reserve energy and you will not enjoy your Christmas if everything is left 'till the last minute. Gift buying needs careful thought and deliberation. No matter how small or how large the remembrance, it's the thought behind it that counts.

SHOP EARLY!!

IT'S TIME TO ENVY MISS CLINTON



Miss Ethel Clinton, of the Stenographic Department, has just returned from a two months' trip to the state of Kansas. It's impossible to tell you all the wonderful stories and experiences she has related to us, but we will say that Miss Clinton has become "almost" an expert horsewoman, riflewoman and hunter. She went after big game too, wolves, coyotes, and jack-rabbits.

The object of Miss Clinton's trip was to take her mother to the family re-union, which was held at the home of her aunt in Kansas. Mrs. Clinton had not visited one of her sisters for 25 years and another for 34 years.

"Movies have nothing on the real stuff," Miss Clinton tells us, and beside the "wild and woolly" affairs she had a trip to the Leavenworth State Prison, and had a good look at Jack Johnson, interned there. She isn't a "fight fan" but she couldn't resist the temptation to see "Jack." He was only there one day and looked better behind "bars" than before them.

WHY DON'T YOU TRY?

Prizes for the best suggestions during the month of October will go to:

Miss L. Stephenson, Planning Dept.	\$5.00
I. H. Craig, O General	3.00
Edward Roth, Linoleum Dept.	2.00
Albert Baxter, Umbrella Dept.	1.00

These prizes are open to every one in the store, and it is the sincere wish of Kaufmann's that suggestions for the improvement of the store be made.

MERIT AND REWARD

The members of the Silk Department were guests at a banquet and theatre party recently given in their honor by the firm. This department had the highest average over the preceeding year for the month of June. Theatres not being open the banquet was postponed until a seasonable time.

The banquet was held in the 11th floor dining room and was attended by the employees of the silk and dress goods departments and the following officials: Mr. Abbott, Merchandise Manager; Mr. J. C. Burton, General Manager; Mr. Joe Meyers, Systems Manager; Mr. Cummins, Fourth Floor Superintendent; Mr. Lippman, Buyer, and Mr. Hacke, Assistant Buyer of the Silk Department.

Both Mr. Abbott and Mr. Lippman had a few words of commendation for the workers and Joe Meyers had his little joke. All together the evening was one of the most pleasant spent by the department, and a due reward for the increased amount of profit in the department.

INTRODUCTION OF NEW APPLICANTS.

How many Co-Workers are in line to receive the prize money offered by the Bureau of Employment?

Just a word of warning so that you won't be disappointed.

It is necessary to fill out the Introduction Card and take it with the applicant to the Bureau of Employment.

It is really impossible to credit you with Prize Money unless you comply with these instructions.

"Time is a great deal more than money. If you have time you can get money—usually."

SPENDTHRIFT ROAD

"This is on me."

"One more of the same."

"Lend me five."

"Charge this."

"Here boy."

"Where do we go from here?"

"Let's have another round."

"You can go home any time."

"Your money's no good."

"I can't be bothered with small change."

"The sky's the limit."

"I'm paying for this."

"Don't be a piker."

"It's all in a lifetime."

"More where this came from."

SALVATION ARMY MARTHA



MARTHA CATHERINE DUMOT.

The Salvation Army Campaign, taking place, in this city recently, had no worker more ardent in the hope for its success than little Salvation Army Martha. Martha worked hard all day in the Toy Stock room then spent each evening with one or more of the officers of the Army soliciting funds for their Pittsburgh building. She worked all day "Tag Day" and the money collected in the Employees Restaurant made a fair showing in the returns of the day from the store.

Her interest in the drive dates back many years, for Martha is one of the girls

who spent her early years in the Salvation Army Day Nursery. Her two sisters were also taken care of there while her mother went forth as the family bread earner. Attention was called to her by Mrs. S. Mundheim, who marvelled at her sincere interest in the drive and her love for the Salvation Army women. She assisted Mrs. Mundheim on her team and together they turned in more than \$8,000. The Tag Day receipts alone were over \$1,500.

HERE'S WHERE CO-OPERATION
MEANS SOMETHING

*"It ain't the individual
Nor the Army as a whole
But the everlastin' teamwork
Of every bloomin' soul."*

The holiday rush is coming. We must all help out to the best of our knowledge. There is one way that will help more than any other. Leave all elevators on the Diamond Street and Fifth Avenue sides for the regular customers and as often as possible use the elevators in the rear of the store.

This is one of the ways to co-operate.

Another is to keep up the morale of the store by keeping silence in the elevators, eliminating loud talking for the benefit of others, linking of arms, and in general, conduct discountenanced by the heads of departments. From now on until the first of the year a special dispatcher will be stationed on the Fifth Avenue side of the elevators and he will divide car traffic. Even if you have your out-of-doors clothes on you are asked to use the rear cars.

Cartoon answers for last issue:

1—Horne; 2—Moffat; 3—West; 4—Cameron; 5—Atwell; 6—Seamen.

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WHO ARE THEY?

Every picture represents someone prominent in the Store family

Send your answers to the Editor of the STORAGRAM

Answers will be printed in the next issue

IN MEMORIAM



LEO F. MALONEY

After an illness of less than a week, Leo F. Maloney died in September. Mr. Maloney was employed with The Big Store since November, 1917. He formerly worked in the Fifth Floor Delivery Department as router. In April, 1920, he was transferred to the Basement Delivery.

Ordinarily healthy, Mr. Maloney's death came as a shock to his co-workers. He was the life of the Delivery Crew and was the chum of all the boys in the Department. He was the brother of Miss M. A. Maloney, of the Employment Bureau.

Mr. Keogh and his staff express their sincere sympathy for the bereaved family.

Miss Mary Nesselrod, of M Silks, died Wednesday, October 27th, after a brief illness in the Montifore Hospital. Miss Nesselrod had been in the employ of the Store for more than thirteen years and had been one of the most exemplary employees in the house. Her attendance and sales record would be hard to beat, in fact, it was almost perfect. She had never in her employment here, been late, never asked for a pass to go home early and was one of the most dependable saleswomen in the department.

As all of her people reside in Williams-

port, Miss McCullough and Mr. Hacke attended to all funeral arrangements until the arrival of her relatives. Services were held in Aberli's Mortuary, North Side, with the Rev. John Shaud, of the Lutheran Church, officiating. The remains were sent to Williamsport for burial.

Miss Nesselrod had been in the silk department all the time she worked here and had been a great help to the heads of the department. Her stock keeping was faultless and Mr. Hacke, assistant buyer of M Silks, who has been with the store twenty-five years, said he never knew a woman more capable or more willing in the performance of her duties.

CULTURE CLASSES

Registrations for the China Painting Class and for the Choral Club have come in such numbers that two nights a week will have to be given to the painting class and special time to the chorus. Most of the women of the painting class were registered last year and know the advantage of Miss May Upperman's teaching. Classes are held on Tuesday and Thursday evenings from 6 until 9 o'clock. The class in painting includes: Elizabeth Britt, Katherine Finneran, Mrs. C. Pilgrim, Mrs. E. Sproul, Sadie Berkowitz, Mrs. M. Seibert, B. Baxter, Mrs. E. Heil, Mrs. Bauers, Margaret Furry, R. Furry, Mary Donges, Mrs. R. Davies, F. Staudinger, Jean Halley, Miss M. A. Maloney, Mrs. Lucretia Haas, Mrs. M. B. Hammerly, Helen Heck, Miss Skillen and Libbie Melnick.

The Choral Club meets on Tuesdays at 6 o'clock under the direction of Professor Warren Murrie, of this city. The class includes: M. Crowley, H. Malloy, S. Bernstein, R. Bernstein, L. Firle, S. Gordon, T. Murphy, E. Weitzel, C. Curry, W. Glen, C. Fisher, A. McKenzie, C. Keenan, B. Norum, M. Marcus, M. Bender, V. Switola, B. Rosenfeldt, M. A. Sullivan, Miss Trow, S. Berkowitz, Evaline Jones, Ida Greenwald, M. Collins, L. McDowell, C. Voltz and A. Simpson.

Registrations are still being taken for the English, Physical Training, Sewing and Social Dancing Classes. Apply to Miss McKenzie, Recreation Room, Eighth Floor.

WINTER DRESS REGULATIONS

To Our Employees—The Dress Regulations for Winter are very dark blue or black dresses or black skirts and black or midnight blue blouses. No Middy Blouses.



INSPECTOR-CASHIER BANQUET

The only way to have a regular club, or rather to start a regular club, is with a banquet, and as the Inspector and Inspector-Cashier Club is going to be a regular club, they had a real honest-to-goodness banquet—from “soup to nuts.” And such a turn-out. Everybody and her sister was there. Fun, there was just bushels of it. The only stately and sedate people were located at the speaker’s table and at times even they jumped over the traces.

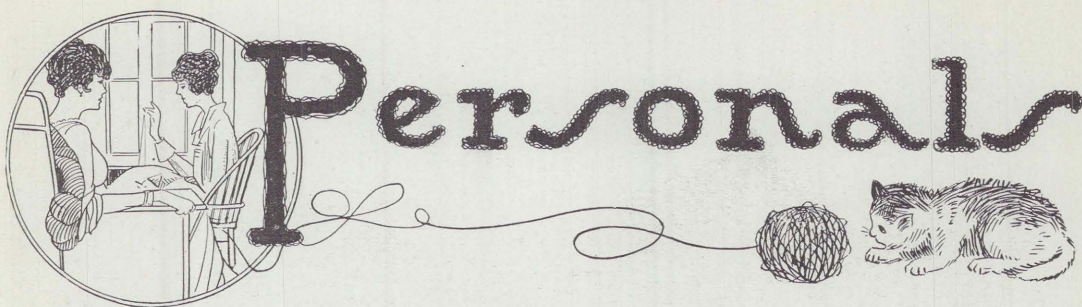
Miss Eva Vogel, organizer of the club, presided. She is so tiny that she had to bring Mr. Lautman along for help in emergency cases. Of course, you know Miss Vogel didn’t need help but we were too kind to say she didn’t want Mr. Lautman out of her sight. It gets fearfully lonesome even in a crowd. Officers were elected following the dinner and talks by Mr. Kerngood, director of the Personnel Division, and Mr. Green, his assistant finished the business of the evening. Miss Mary Elser, assistant to Miss Hudson, was elected president; Miss Mary McCafferty, chief inspector of the Fourth Floor, vice-president; Miss Marie Sehn, chief inspector of the Fourth Floor, secretary; and Miss Elizabeth Schmitt, chief inspector of the Second Floor, treasurer. The following were invited guests at the banquet: Mr. O. M. Kaufmann, Mr. Kerngood, Mr. Green, Mrs. Green, Dr. Lyans, Miss Dredge, Miss Hudson, Miss Maloney, Miss Jamison, Miss Ebeling, Mr. Lichtenstein, Miss McKenzie, Miss Elser and Mr. Lawler, and were seated at the speakers’ table.

Following the dinner, movies were shown in the Bird Room, and after the party “broke-up,” and since, we haven’t heard anything else from the girls but about the fun they had that evening.

The following lines were read by Mr. Green :

A measuring worm is different—
When he goes out for pelf,
He measures his full length
And then he humps himself.

A lightning bug is crazy,
He hasn’t any mind;
He wanders thru existence
With his headlight out behind.



DON'T BE PEEVED

We aim to please,
And not to tease;
In writing Storagram jokes
The fellow worth while
Is the one who can smile
When mentioned in the notes.

FIRST FLOOR

Mollie Rubenstein, of the Men's Handkerchief Department, attended a Masque Ball last week—she was dressed a la Gypsy and made a terrific hit.

George Steinhauser, of the Men's Furnishing Department, is a new addition to the department. He is a real comedian, having belonged to the Keith Vaudeville Circuit.

Anna Saltsburg, Men's Collar Department, has been very ill. The department has missed her in the past six weeks.

Mr. Ernest Relf, former assistant buyer in Men's Furnishings, paid a visit to the department Saturday, October 30th. Mr. Relf is now located in Los Angeles, California.

Miss Stephenson, Planning Supervisor, has left the Shoe Department. Grief and mourning is profuse in the department. Miss Stephenson will continue work in the Book and Stationery sections.

Mr. Fitzpatrick, D Shoes, the man on the first floor, immune to all feminine wiles, has been promoted to head of stock in the Shoe Department.

The Shoe Department welcomes Miss Betty Wahl and Miss A. Kahn.

Miss Magdalene Helfrick, of Jewelry, was attendant at her sister's wedding. The "best man" fell hard for Magdalene. Looks like another wedding in the Helfrick family.

Mrs. Guggenheimer, Notions, was hostess at a card party in her home recently. Many of the store buyers were present.

Miss Zelda Cohen, assistant buyer in O Notions, made her first trip to New York last month. Zelda says New York is the place for her.

SECOND FLOOR

Mr. Herman Schrolowitz, F Boy's Clothing, who was hit four weeks ago by an auto as he was stepping from a street car, is still in the hospital. He suffered a fractured leg.

Margaret Crowley, Office, Boy's Clothing, wishes to announce that her typewriter finally arrived. She is a full fledged "stenog" now.

Mr. Irwin Barker, of Sporting Goods, returned after a three months trip to New York. He says he spent most of his time in Central Park.

Peggy Hartzell, of the Second Floor, has promised to tell what makes her hair so "fluffily golden." Wait for it, girls.

THIRD FLOOR

Miss M. Gibian, former buyer of J Waists, said "good-bye" last month to go back home. We wish her position in New York will bring her lots of happiness and luck.

Miss Mary Cassidy, wrapper in J Gowns desk, got a new bar pin last week and smiled, a few days later she walked in with a new ruby ring on her third finger and smiled again. What's the big idea, Mary? And what's his name?

Miss Mame Murphy, buyer in Misses Suits, met with an accident at her home and sprained her ankle. We all wish her speedy recovery.

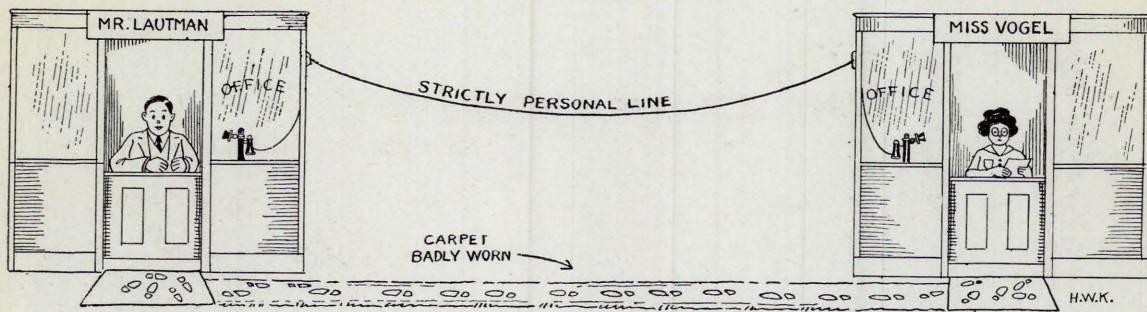
Miss A. Frevert, former buyer of J Furs, is spending a short vacation in Atlantic City.

Miss Sadie Berkowitz, of J Skirts, bought a lot of towels and embroideries last month and won't talk about it. She went to New York to see "somebody" this summer. The plot thickens.

Mrs. Gallagher, formerly Miss Theresa Lankis, is the mother of a new baby girl. It has red hair. Congratulations.

Mr. Minick has his new "frock" coat. Real distinguished he looks.

Miss Frieda Wissler, of the French Millinery Workroom, was hostess at a masquerade party in her home in Mt. Oliver, Thursday, October 28th. The girls from both Millinery Workrooms were



Now that Miss Vogel is gone, no doubt the "poor" telephone wire will suffer as much as the carpet did. Sincere condolences are offered to Mr. Lautman.

present. The house was decorated with vari-colored crepe paper, cats, witches, pumpkins and goblins. The costumes were pretty and funny. Miss Helen Trescher received the prize for the prettiest costume and Miss Mary Martin for the funniest. The guest list included thirty-five.

FOURTH FLOOR

Several of the girls in O. Arts spent a wonderful day at the country home of Miss Felton, near Midway, Pa.

Miss Betty Douglas, teacher of O. Arts Department, returned October 15th from a three month's stay in Ireland with her relatives. Miss Douglas and her two sisters sailed the middle of June, and O. Arts was very much crippled by her absence.

Miss Ida Cornelly is in the Passavant Hospital undergoing a slight operation.

Panhandle trains are the best excuses in the world for being late. Now we're giving away Marguerite Luke's pet alibi.

Mrs. Clarke, "Beauty Parlor," is so busy with the ordinary things of life, that she can't find time to tell a few things in the Storagram.

Little Miss Kaufmann, "Beauty Parlor," is one of the most popular girls in the department—you have to "book" her a day ahead to be sure of her.

"Scientific salesmanship," said Irving Fletcher, the brilliant raconteur, at a Sphinx Club Dinner, "may be carried too far."

"In a hardware shop the other day I was buying a wrench for my car when a morbid-looking chap came in and said:

"Quarter's worth of carbolic acid, please"

The scientific salesman smiled and shook his head regretfully.

"This is a hardware shop, not a drug store," he cooed, "but is there nothing we can do for you in the razor, revolver or hemp rope line?"—*Exchange*.

SIXTH FLOOR

William Ryan, better known to his friends in the Carpet Department as Patty, has been going around with a chip on his shoulder since the prize fight he witnessed at the last Men's Club Smoker. Is it because of the fight exhibited there and the fighter having the same name, or is it that he won a bet?

Anyway, what's in a name?

Mr. Douglas: Why is the hair on your head like Kaufmann's Big Store?

Mr. Dougherty: You couldn't prove it by me. Why?

Mr. Douglas: Because it covers a block.

Mr. Grab in our Lino Department is leaving to take charge of the Carpet Department at the Pittsburgh Mercantile Co. Here's wishing him success.

Moving day in the Carpet Department proved to be a big success this year, due to the fact that every man did his best.

Miss Ida Berer, for five years a tracer in the B. of I., left the store to take up other duties.

Mr. C. J. Hanlan, Manager of B. of I., left Saturday, November 30th to spend a few days hunting bears in the mountains.

Miss Susan Horne, Furniture Club Office, left Saturday, November 30th, for her home in Greensburg. Miss Horne wanted to cast her first "vote."

THE JOB OF A MAN

It isn't the work we intend to do,

Nor the work we've just begun

That puts us right on the ledger sheet;

It's the work we've really done.

Our credit is built on the things we do,

Our debit on things we shirk;

The man who totals the biggest plus

Is the one who completes his work.

Good intentions do not pay bills,

It's easy enough to plan;

To wish is the play of an office boy,

To do is the job of a man. —*System*.

SEVENTH FLOOR

The Seventh Floor welcomes Miss Della Gibson, Miss Jessie Williamson, Miss Ruth Stuart, Miss Ida Greenwald, Miss Mary Cherup and Mr. Ben Feldon, new salespeople in the Grocery Department.

Mr. Harry Deviney, Floor man of the Seventh, has a good excuse. He can't get a frock coat to fit him.

A masquerade party was held by Mrs. Lasher, formerly of Housefurnishings, at her home on the North Side. Fifteen people of the Department were present. Ben Edelstein was the best looking girl you ever saw, and Mrs. Bock made the daintiest Pionette.

ADVERTISING DEPARTMENT

If you notice Earl Land carrying any new avoirdupois we'll tell you where he got it. He has about six full meals coming to him as results from "election" bets.

Mr. Hooper, Advertising Artist, is losing what Earl gains. He was a Cox man.

"Listen" Lester is the "Ad Poet." She didn't want her name used, but the poem with E. B. L. signed to it is hers.

Great grief is felt in the Adv. Dept. Jacob Ginsberg is gone. He was transferred a few days ago.

Mary Adler, of the Eighth Floor, was at the Women's Club Banquet. Mary admitted she hadn't eaten for two days. Saving space, Mary?

Mrs. Cashdollar lost her first vote, at least it went "blooey". It was cast for Mr. Cox. There are a few of "us" Democrats left.

EIGHTH FLOOR

Miss Dwyer, in Mr. E. J.'s office, has affected dark glasses for a time—we're wondering how she'll look in "real specs."

Miss Fleet lives up to her name when it comes to delivering and sorting mail, but her steps are lagging when the bell rings at night.

We can't imagine what "pull" Mr. Meyers must have when he can "acquire" the services of two stenographers.

Miss Ebeling, B of E, is a wonderful blond, and she isn't dying to be one, either.

Miss Flora Huche has been transferred from charge sorting to C. O. D. Audit Clerk.

Nettie Bennett has been moved up the line to take charge of credit work.

Ruth Burger was advanced to a higher position in the auditing office; having been transferred from credit work.

Mr. J. C. Burton is back, after a month's visit to Scotland.

A SALESMAN'S CREED

"I believe in my employer.

I believe in the goods I sell, and so believing, I am going to do my utmost to make others believe in them.

I believe that a little extra work hurts no one, and if I find that I can add to the success of the business by special attention to things, not exactly a part of my work, I shall be glad of the opportunity to do them.

I believe that watching the clock does not pay.

I believe that the satisfaction that comes from work well done, even if seemingly unnoticed, is worth while.

I believe my customers have a right to their peculiarities, as well as I have a right to mine, and that it is not my business to try to make them over.

I believe in health as a business asset, and will do all I can to keep well, healthy and cheerful.

I believe that a child has the same right to courteous treatment as does a grown person, and that the woman in print and the man in overalls has the same right to my best service as the woman in silk and the man in a perfectly tailored suit.

I believe in the store, and in myself."

NOTE—It is hard to imagine how our store would grow if all of us would adopt this for our creed.



Miss Lucille Joynt, timekeeper's office, and Miss Kitty Taylor, Department S, won prizes Hallowe'en at Duquesne Garden, for being the most artistic Japanese maidens the judges ever saw. We offer our "Congrats" for they had lots of competition.

EIGHTH FLOOR

Miss Rose Lebowitz is the best little "argurer" you ever heard. She'd win a "leather medal with a wooden string" in any debate.

Miss Lucy Leonetti, C. O. D. Auditing Office, who was just married, spent her honeymoon in Florida. Nothing slow about Lucy.

Cards were received from Chicago announcing the marriage of Miss Muriel Heptigo, of General Office, to Mr. C. Werner. Congratulations are in order.

Miss Kress had a very enjoyable motor trip to Bedford Springs last week.

Miss Marie Flynn, of Mr. Lautman's Office, spent a glorious week-end out of town, October 30th. Ask Marie about it.

We know Sara Herman, of General Office, won't get cold this winter, for she has already donned her winter woolen socks.

Anna Phillips was a real Republican. She voted an absolutely straight ticket.

Nobody will know Helen McSwiggan when she gets her new glasses.

Miss Loretta Hippeli, General Office, had a farewell party at her home last week. Loretta is going with one of the big steel companies, and we surely wish her luck.

Celie Cohen's heart is in the right place all right—but occasionally she is a little behind time—especially in the mornings. She became very enthusiastic on Election Day—eager to know which man the stenographers favored for President. They all voted—Celie voted for Lincoln—she forgot he was "no more."

At any time you desire information regarding mail—and Miss Fleet is not in the office—ask for "Mary." She is ever willing to be of service to you and always on the job.

LIFE IN ABUNDANCE.

The supreme prayer of my heart is not to be learned or good, but to be radiant.

I desire to radiate health, cheerfulness, sincerity, calm, courage and good will.

I wish to be simple, honest, natural, frank, clean in mind and clean in body, unaffected, ready to say "I do not know" if so it be, to meet all men on an absolute equality.

I wish others to live their lives, too, up to their highest, fullest and best.

—ELBERT HUBBARD.

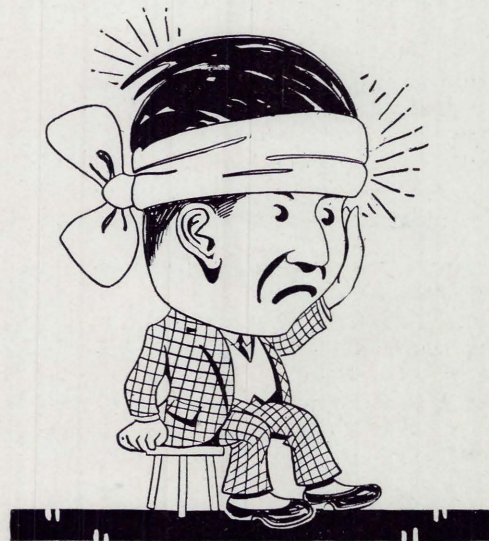
"Be pleasant every morning until 10 o'clock. The rest of the day will take care of itself."

ELEVENTH FLOOR

Mr. Lasday is now teacher at Pitt night school. We know a number of young ladies who would like him as a teacher of something not so dry as "merchandising"—but—he's married.

The activities of Eddie are still as numerous as ever.

The Piano-Victrola Departments had a big Hallowe'en Party, Monday, November 1st. More than 35 guests in costume were present at the dinner in the private dining room. Seasons decorations prevailed. Mr. Kibler as a small boy, was the "hit" of the evening. Mrs. Williams, as a Gypsy, would have taken the prize in any beauty contest. We haven't yet found out what Mr. Jacobi wore.



Some days ago Mr. Jacobie, Piano Dept., came in looking like this. This picture is not displayed for you to ridicule, but rather for you to envy.

THRIFT ROAD

"What is the price of this?"

"One will do."

"The walk will do me good."

"No, thank you."

"I can't afford that."

"Give me your best price."

"I'll carry this."

"I promised my wife."

"I need the money."

"Let me pay my share."


"I can get along without this."

"I'll get it as I need it."

"Is it worth seeing?"

"A penny is as good in my pocket."

Full-of-Fun



Male Shopper—"My wife sent me for some filet."

Clerk—"For yourself or for her?"

Male Shopper—"What difference does that make?"

Clerk—"If it's for yourself, it's beef; if it's for her, it's lace."—*Judge*.

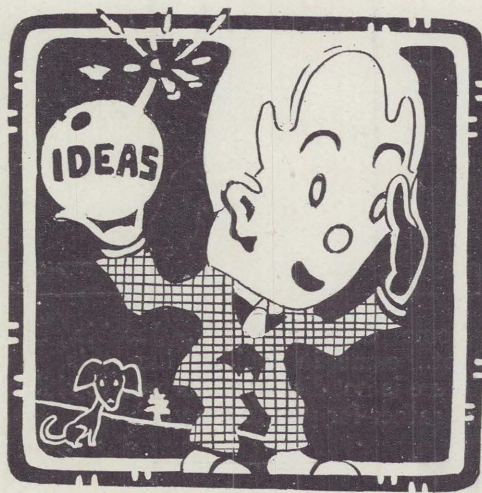
"Charley, dear," said young Mrs. Toler McLain, "that was a beautiful bouquet you brought me."

"Glad you liked it."

"But—"

"But what?"

"Bread is expensive and liable to be scarce. The next time you have anything sentimental on your mind tell it with flour."



SEND IT IN

If you have a bit of news
Send it in.

Or a joke that will amuse,
Send it in.

A story that is true,
An incident that is new,
We want to hear from you.
Send it in.

Will your story make us laugh?
Send it in.

Never mind about the style
If the story is worth while
And may help or cause a smile,
Send it in.

E. V.—My first "lover" kissed my glove.

O. M. K.—He was kidding you.

A LITTLE BIRD

A little bird sat on a tree,
And hopped from limb to limb,
And kept his beady eye on me,
The while I looked at him.
I stood and watched him—much amused
Until a thought occurred
That it was very possible
That I amused the bird.—*Carnegie Tech. Puppet.*

Miss Malley, First Floor Service Desk, tells this one:

A woman cautiously edged her way to the crowded service desk on the first floor and asked for stamps. On being shown a large sheet of them she remarked, "Well, they don't exactly harmonize with my stationery, but," pointing to one in the middle of the sheet, "I believe I will take this one."

A hurried call was sent for Miss Quinn—Miss Malley had fainted.

CLASSIFIED ADVERTISING

RATES AS HERE 2-4

Wanted—Ideas—will pay \$5.00 to \$15.00 each. See cover page for details.

Male and Female Help—Bright young men and women to supply personals for the Storagram. Fun will be the reward.

Lost—Three or four hearts. Please return to Editor Storagram as soon as found because owner has only a few more left.

Wanted—A sense of humor—must be applicable to "Democrat" of English descent. Will pay highly for right article.

Urgent—A perfectly good "thumb"—one immune to auto wear. See General Superintendent.

KEEPING POSTED

Keep posted.

Know what's being advertised !

Do not let the customer embarrass you — make you "look foolish"—by knowing more about the store's business and advertising than you do.

Keep informed to the minute by reading every "Big Store" ad thoroughly just as soon as it is published.

Be able to answer your customers' questions regarding the advertised specials over the store.

Indeed, you will find many an opportunity to suggest these special sales to your customers as you serve them.

By doing so you will not only be more valuable in your own department—but, in a broader sense, to "The Big Store" generally.

Know what's doing !

Read the "ads."

—*Editors*

\$25 In Prizes

FOR SUGGESTIONS TO IMPROVE THE STORAGRAM

We want to make the *Storagram* the best Department Store Magazine in the United States, but more than that, we want to make it exactly as the employees of The Big Store would like to have it. To stimulate interest and get the ideas of the employees, the following prizes are offered:

\$15.00 FOR THE BEST SUGGESTION

\$5.00 FOR THE SECOND BEST SUGGESTION

\$5.00 FOR THE THIRD BEST SUGGESTION

*Send suggestions to the Editor of the Storagram
Eighth Floor, before November 25th*

